Sample Email Communication

Subject: Diaper drive: Help support local mothers this Mother’s Day!

Text: In honor of Mother’s Day, [Sponsoring Organization] is hosting a diaper drive for Moms Helping Moms Foundation from [dates of drive]. Collection bins are located [list the location of bins].

Moms Helping Moms (MHM) is a local baby supply and diaper bank that provides low-income mothers / families with critical essentials for their children, so they can have a safe, healthy, and happy start. We are collecting the following items for MHM:

Diapers – all sizes – open packs warmly accepted
Wipes Baby Shampoo
Body Wash Bubble Bath
Diaper Cream Baby Lotion

Why are diapers so important? 1 in 3 US families don’t have an adequate supply of diapers for their children, and diapers are not covered by government assistance programs like WIC or Food Stamps. Diapers cost about $1000 per year per child. Without enough, children go too long in soiled diapers, and parents feel more stressed by lack of diapers than lack of food. Your donation helps low-income children in our community have the basics, so they can thrive.

Thank you for your generosity!